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Japan

Promotion Opportunities Report

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Report Highlights: The U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) will be conducting a variety of marketing events throughout Japan in the first half of this year. Upcoming key activities include the Toho food service wholesaler fair in Fukuoka on February 27, a two-month long Costco American Fair at the Fukuoka and newly opened Tokyo stores also starting February 27, the annual Foodex Japan trade show in Tokyo from March 13-16, and Asahi Food's wholesaler show in Osaka from March 13-14, followed by a regional buyer showcase for the retail and food service trade in Nagoya on April 24, the IFIA food ingredients show in Tokyo May 16-18, as well as a "Grand Menu" showcase in Tokyo at the end of May.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Tokyo ATO [JA2], JA

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Upcoming Event Schedule 2001

<u>Date</u>	<u>Event</u>	<u>Location</u>
Nov 1 - May 31	<u>Wako GARC Menu Fair & U.S. Pork Fair</u>	Nationwide
Dec 1 - April 27	<u>"Forest Hills" GARC Menu Fair</u>	Nasu Kogen, Tochigi
Jan 26 - March 4	<u>North America Fair</u>	Fukuoka
February 21	<u>Toho Food Service Fair 2001</u>	Western Japan
February 27	<u>Toho Food Service Fair 2001</u>	Western Japan
Feb 27 - April 27	<u>COSTCO American Fair</u>	Fukuoka
Feb 27 - March 12	<u>Sogo Hiroshima American Fair</u>	Hiroshima
Feb 28 - March 6	<u>JUSCO American Food Fair</u>	Nationwide
March 1-31	<u>KDDI Strada Hotel American Menu Fair</u>	Tokyo
March 1 - April 30	<u>Nankai South Tower Hotel American Fair</u>	Osaka
March 1	<u>Friendly Press Promotion & Tasting</u>	Osaka
March 6 - May 14	<u>Friendly's American Fair</u>	Kansai
March 13-14	<u>Asahi FOODDEM 2001</u>	Osaka
March 13-16	<u>Foodex Japan 2001</u>	Makuhari
March 15-20	<u>Meidi-ya American Fair</u>	Hiroo/Tokyo
March 22-25	<u>Fresta American Fair</u>	Hiroshima
March 23-25	<u>2001 Japan Flower & Garden Show</u>	Makuhari
March 23 - April 8	<u>Hyatt Regency Cajun Promotion</u>	Osaka
March 30 - April 1	<u>Japan Pet Fair 2001</u>	Yokohama
March 14-16	<u>Kato Sangyo's All Food Fair</u>	Kobe
April 13-16	<u>Niko Niko Do American Fair</u>	Kumamoto
April 24	<u>"American Food Expo" Regional Buyer Showcase</u>	Nagoya

Upcoming Event Schedule (cont.)

<u>Date</u>	<u>Event</u>	<u>Location</u>
April (TBD)	<u>Kinokuniya American Fair</u>	Tokyo
May 2-8	<u>Tsuruya American Fair</u>	Kumamoto
May 16-18	<u>IFIA Japan 2001</u>	Tokyo
May 16-18	<u>Supermarket Trade Show</u>	Tokyo
May 17-20	<u>Nichiryu Fair</u>	Western Japan
May 18-20	<u>Ralse American Fair</u>	Sapporo
Mid-May	<u>Toho Food Service Fair 2001</u>	Western Japan
May 31	<u>"GARC Grand Menu" Multi-Buyer Showcase</u>	Tokyo
June 8	<u>ORA American Healthy Menu Presentation</u>	Osaka
June (TBD)	<u>GAF Multi-Buyer Business Meeting</u>	Asahikawa
July (TBD)	<u>GAF Multi-Buyer Business Meeting</u>	Shizuoka
July/August (TBD)	<u>Hotel Century American Fair</u>	Tokyo
July/August (TBD)	<u>Mitsui Urban Hotel American Fair</u>	Osaka
Summer (TBD)	<u>Osaka Bay Tower Hotel American Fair</u>	Osaka
September 26-28	<u>Health Ingredients Japan</u>	Tokyo
September (TBD)	<u>Asahi FOODLAND 2001</u>	Kochi
September (TBD)	<u>Kato Sangyo's All Food Fair</u>	Kobe
October 23-26	<u>Great American Food Show Kansai 2001</u>	Osaka
October (TBD)	<u>Yukiwa Year-End Business Fair</u>	Osaka
November 22-25	<u>Japan Foodservice Show</u>	Yokohama

I. TRADE SHOWS

The following is a list of upcoming large-scale trade shows in Japan organized by ATO Japan or outside entities, covering both the retail and foodservice sectors. The shows organized by outside entities are listed for informational purposes only, and no endorsement should be implied unless specifically stated. Terms and conditions of participation in these activities are the responsibility of the organizer. Please contact the show organizers directly for further information.

North America Fair: January 26 - March 4, 2001, Asia Pacific Import Mart, Kitakyushu, Fukuoka. ATO Osaka will participate jointly in this product exhibition with a major wholesaler in Kita-Kyushu. The wholesaler will display American food products handled by various importers from throughout Japan. The North American Fair targets both the food industry trade and consumers. ATO Osaka and the wholesaler will organize meeting days for appointments with major regional retailers. Contact: Mr. Nomura, City of Kita-Kyushu, Tel: 093-513-5733, Fax: 093-513-6733.

Foodex Japan 2001: March 13-16, 2001, Makuhari Messe, Chiba, near Tokyo. The 26th International Food and Beverage Exhibition will be held at the Makuhari Messe Center on the outskirts of Tokyo. The largest food exhibition in Asia, Foodex has over 2,300 domestic and foreign exhibitors from throughout Japan and 67 other countries, and attracts more than 90,000 trade visitors each year. Large contingents of buyers from other East Asian countries also have been attending the show in recent years. Contact: Japan Management Association/Convention Division, Fax: 81-3-3434-8076, URL: <http://www.jma.or.jp/FOODEX/>

2001 Japan Flower & Garden Show: March 23-25, 2001, Makuhari Messe, Chiba, near Tokyo. The 11th annual Japan Flower & Garden Show will ring in the new century with its most expansive exhibition ever at Makuhari Messe. It is the largest flower show in Japan for both professionals and the general public. Exhibits will include fresh flowers, cut flowers, gardening supplies, and a variety of flower-related products. For more details, contact Mr. Yokoyama, Fax: 81-3-3836-6470, E-mail: yokoyama@gyro.dagg.gr.jp, URL: <http://fgshow.dagg.gr.jp>

Japan Pet Fair 2001: March 30- April 1, 2001, Pacifico Yokohama Exhibition Hall, Kanagawa, Japan. The "2001 Japan Pet Fair" is the largest event in Japan specializing in pet products and attracting 160,000 attendees, of which 40,000 to 50,000 are trade contacts. The participation fee for overseas exhibitors is 260,000 yen (about \$2,480 -public relations contribution included, consumption tax not included). Applications must be submitted to the fair organizer office between May 20 and July 30, 2001. Contact: Mr. Minoru Shigeno, Japan Pet Products Manufacturer's Association, Fax: 011-81-3-3523-5660

IFIA Japan 2001 -The 5th International Food Ingredients & Additives Exhibition and Conference: May 16-18, 2001, Tokyo International Exhibition Center (Tokyo Big Sight), Ariake, Tokyo. Approximately 22,000 trade visitors are expected to attend this sector-specific show in Tokyo targeting food processors and institutional buyers who seek food ingredients and additives. Contact: E.J. Krause & Associates, Inc., Fax: 81-3-5212-6091

Great American Food Show Kansai 2001 in FOODEX Kansai: October 23-26, 2001, INTEX Osaka. ATO Osaka will hold the 4th Great American Food Show Kansai at the INTEX Osaka located at the port of Osaka. ATO Osaka will obtain booth space inside the FOODEX Kansai area for a U.S. pavilion and invite key retail and food service contacts in addition to regular FOODEX visitors. FOODEX Kansai is held every other year. This year, show organizers expect 250 domestic and international exhibitors and 600 booths. About 50,000 trade visitors attended the show in 1999. Contact: Mr. Matsumoto, ATO Osaka, email: MatsumotoM@fas.usda.gov

Large-Scale Trade Shows			
Date	Event	Location	Contact
Jan 26-Mar 4	North America Fair	Asia Pacific Import Mart, Fukuoka	ATO Osaka
March 13-16	Foodex Japan 2001	Makuhari Messe, Chiba	ATO Tokyo
March 23-25	2001 Japan Flower & Garden Show	Makuhari Messe, Chiba	ATO Osaka
Mar 30-Apr 1	Japan Pet Fair	Pacifico Yokohama	ATO Osaka
May 16-18	Supermarket Trade Show	Tokyo Big Site	ATO Osaka
May 16-18	IFIA Japan 2001	Tokyo Big Site	ATO Tokyo
Sept 26-28	Health Ingredients Japan	Tokyo Big Site	ATO Tokyo
October 23-26	Great American Food Show Kansai 2001 in FOODEX Kansai	INTEX Osaka	ATO Tokyo
Nov 22-25	Japan Foodservice Show	Pacifico Yokohama	ATO Tokyo

II. WHOLESALE ACTIVITIES

The following is a list of upcoming wholesale shows organized by Japanese wholesalers serving both the retail and foodservice sectors:

Toho Food Service Fair 2001: February - May, 2001 in three cities in Western Japan. ATO Osaka will participate in a series of food service fairs that will be organized by Toho Co.,Ltd., coordinating companies that handle American food and beverage products. Toho Co., Ltd. is a wholesaler specializing in the restaurant business with annual sales over \$1.2 billion and some capability for direct import. Toho Co., Ltd. will conduct a series of food service fairs in 8-10 cities throughout Japan in 2001 and invite its customers to view and sample a variety of products it handles. ATO Osaka plans to participate in three of the fairs including Kumamoto on Feb. 21, Fukuoka on Feb. 27 and Osaka in Mid May. Contact: Ms. Harima, ATO/Osaka, e-mail: HarimaA@fas.usda.gov

Asahi FOODEM 2001: March 13-14, 2001, at INTEX Osaka, Osaka. FOODEM 2001 will be held by Asahi Food's Kinki Branch. About 300 Japanese manufacturers and trading companies are expected to participate. Frozen, chilled and dry grocery products, excluding perishable meat, fish and produce, will be displayed. About 5,000 trade people, mainly from the Kansai retail

industry, are expected to attend the show. Products for exhibition should be already available in Japan for quick business inquiries. Contact: Mr. Matsumoto, ATO Osaka, e-mail:

MatsumotoM@fas.usda.gov

Kato Sangyo's All Food Fair: This show is held twice a year, once in March and again in September at the Kobe Convention Center, Hyogo. About 300 Japanese manufacturers and trading companies will participate. Kato Sangyo expects about 7,000 trade people from throughout Japan to attend. ATO Osaka works closely with Kato Sangyo's Trade Department and has introduced several US food products which have been featured in their show. Products should initially be introduced to the Trade Department which will decide the most marketable products to be displayed at the show. New American products are welcome. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

Asahi FOODLAND 2001: September, 2001, Kochi Convention Center, Kochi, Shikoku. This show is organized by Asahi Food Corporation's headquarters in Kochi, Shikoku. About 350 Japanese manufacturers and trading companies are expected to participate. All kinds of food products, except produce, will be displayed. About 5,000 trade people mainly from the retail industry in Chuugoku and Shikoku are expected to attend the show. Products for exhibition should be already available in Japan for quick business inquiries. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

Yukiwa Year-End Business Fair: October 2001, Osaka. Yukiwa, one of the largest wholesalers in the frozen food area, will hold this show for its retail and food service contacts. This is the busiest food show in Kansai. Products are restricted to the frozen food category. Products exhibited in this show should already be available in Japan. Interested US companies should have their Japanese agents/importers contact Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

Retail & Food Service Wholesaler Shows			
Date	Event	Location	Contact
February 21	Toho Food Service Fair	Kumamoto	ATO Osaka
February 27	Toho Food Service Fair	Fukuoka	ATO Osaka
March 13-14	Asahi FOODEM	INTEX Osaka	ATO Osaka
March 14-16	Kato Sangyo's All Food Fair	Kobe Convention Center, Hyogo	ATO Osaka
Mid-May	Toho Food Service Fair	Osaka	ATO Osaka
Sep (TBD)	Kato Sangyo's All Food Fair	Kobe Convention Center, Hyogo	ATO Osaka
Sep (TBD)	Asahi FOODLAND	INTEX Osaka	ATO Osaka
Oct (TBD)	Yukiwa Year-End Business Fair	Osaka	ATO Osaka

III. RETAIL ACTIVITIES

ATO Japan introduces U.S. Cooperators and U.S. companies and their respective consumer-oriented products to Japanese national and regional supermarket chains and wholesalers. Accordingly, ATO organizes various business meetings and buyer showcases throughout Japan, providing invaluable access to key Japanese retail players. Each U.S. participant receives introductions to buyers for their specific products and has an opportunity to hold direct business discussions. Because of customs clearance and short lead time, it is usually necessary for a U.S. company to have a representative or agent in Japan to be able to participate in these activities. The following is a list of business meetings and buyer showcases scheduled to date:

"American Food Expo" Regional Buyer Showcase in Nagoya: In order to expand sales of US food products in Japan's regional markets, ATO Tokyo will hold a buyer showcase in the regional metropolitan area of Nagoya in April. This one-day, low participation cost event will primarily target medium-sized supermarket retailers, but will also provide opportunities for cooperators and agents to develop new food service contacts in this important region. Interested U.S. food companies should have their agents/importers contact Mr. Haruta, ATO Tokyo, e-mail: HarutaN@fas.usda.gov

GAF Business Meetings in Asahikawa & Shizuoka: ATO Tokyo will hold one-day business meetings in Asahikawa and Shizuoka in June and July to introduce cooperators and agents to select purchasing managers from several key regional retail and food service firms. The venue will be a hotel reception room or local conference facility where the retailer/foodservice company's team will be introduced to each member of the ATO cooperator/agent team via a series of individual meetings scheduled throughout the day. ATO food safety information and presentations will also be provided. Interested U.S. food companies should have their representatives contact Mr. Haruta, ATO Tokyo, e-mail: HarutaN@fas.usda.gov.

GAF Business Meetings & Buyer Showcases: Retail				
Date	Event	Company	Location	Contact
April 24	"American Food Expo" Regional Buyer Showcase	Regional Companies	Nagoya	ATO Tokyo
June (TBD)	GAF Multi-Buyer Business Meeting	Regional Companies	Asahikawa	ATO Tokyo
July (TBD)	GAF Multi-Buyer Business Meeting	Regional Companies	Shizuoka	ATO Tokyo

American fairs and other ATO-sponsored retail promotions are an ideal way to expand sales and network with a large number of trade customers in the retail market, if you have a Japanese agent or importer. Participation is free, but retailers will make the final decision on products included in the promotion. Below are the ATO-sponsored fairs and promotions in Japan scheduled to date:

American Fairs & Promotions: Retail				
Date	Event	Company	Location	Contact
Feb 27-Apr 27	COSTCO American Fair	COSTCO	Fukuoka/ Tokyo	ATO Osaka/ ATO Tokyo
Feb 27-Mar 12	Sogo Hiroshima American Fair	Sogo	Hiroshima	ATO Osaka
Feb 28-Mar 6	American Food Fair	JUSCO	National	ATO Tokyo
March 15-20	American Fair	Meidi-ya	Hiroo, Tokyo	ATO Tokyo
March 22-25	Fresta American Fair	Fresta	Hiroshima	ATO Osaka
April 13-16	Niko Niko Do American Fair	Niko Niko Do	Kumamoto	ATO Osaka
April (TBD)	American Fair	Kinokuniya	Tokyo	ATO Tokyo
May 2-8	Tsuruya American Fair	Tsuruya Department Store	Kumamoto	ATO Osaka
May 17-20	Nichiryu Fair	Nihon Ryutsu Sangyo	Western Japan	ATO Osaka
May 18-20	American Fair	Ralse	Sapporo	ATO Tokyo

IV. HOTEL, RESTAURANT & INSTITUTIONAL ACTIVITIES

ATO Japan organizes teams of U.S. Cooperators and agents to meet with key buyers from targeted food service companies, such as hotel restaurants, family-style chain restaurants, and food service wholesalers. The following is a list of upcoming business meetings and buyer showcases:

Friendly's American Fair: March 6 - May 14, 2001 at 59 *Friendly* restaurant outlets in the Kansai Region. ATO Osaka is planning to tie up with *Friendly Co., Ltd.*, a Kansai area restaurant chain, to hold an American Menu Fair in their 59 Western-style family outlets. A custom-made ingredient and menu presentation targeting *Friendly's* management was conducted on November 16, 2000 at their headquarters to recruit importers of American food ingredients and FAS Cooperators to introduce food products and participate in promoting the fair. *Friendly* is also currently looking for a food processor capable of manufacturing frozen pilaf in the United States. Contact: Ms. Harima, ATO/Osaka, e-mail: HarimaA@fas.usda.gov

"American Food Expo" Regional Buyer Showcase in Nagoya: In order to expand sales of US food products in Japan's regional markets, ATO Tokyo will hold a buyer showcase in the regional metropolitan area of Nagoya in April. This one-day, low participation cost event will primarily target medium-sized supermarket retailers, but will also provide opportunities for cooperators and agents to develop new food service contacts in this important region. Interested U.S. food companies should have their agents/importers contact Mr. Haruta, ATO Tokyo, e-mail: HarutaN@fas.usda.gov

"GARC Grand Menu" Multi-Buyer Showcase: May 31, 2001, Tokyo. As the largest ATO-sponsored food service event of the year, ATO Tokyo is planning to host a large-scale multi-buyer "Great American Regional Cuisine Showcase (GARC)" showcase in Tokyo. The first time this style event was held two years ago at the Inter-Continental Hotel it attracted roughly 400 visitors primarily from Tokyo-based national and regional chain restaurants, pubs and hotel restaurants, as well as from several national and regional supermarket chains. Similarly, this year's showcase is sure to provide exposure to new business contacts and meeting opportunities for interested cooperators and agents. Contact: Mr. Otsuka, ATO Tokyo, e-mail: OtsukaM@fas.usda.gov

GAF Business Meetings & Buyer Showcases: Food Service				
Date	Event	Company	Location	Contact
April 24	"American Food Expo" Regional Buyer Showcase	Regional Companies	Nagoya	ATO Tokyo
May 31	"GARC Grand Menu" Multi-Buyer Showcase	Regional Companies	Tokyo	ATO Tokyo
June 8	American Healthy Menu Presentation	Osaka Restaurant Association	Osaka	ATO Osaka

In addition, ATO Japan sponsors American fairs and other food service promotions at cooperating restaurants, hotels and institutional settings. The following is a list of current and upcoming events:

American Fairs & Promotions: Food Service				
Date	Event	Company	Location	Contact
Nov 1-May 31	GARC Menu Fair & US Pork Fair	Wako Co., Ltd.	100 Outlets Nationwide	ATO Tokyo
Dec 1-Apr 27	GARC Menu Fair "Forest Hills"	Tokyo Tatemono Resort Co., Ltd.	Nasu Kogen, Tochigi	ATO Tokyo
March 1-31	American Fair	KDDI Strada Hotel	Tokyo	ATO Tokyo
Mar 1-Apr 30	American Fair	Nankai South Tower Hotel	Osaka	ATO Osaka
March 1	Press Promotion & Tasting	Friendly Co., Ltd.	Osaka	ATO Osaka
Mar 6-May 14	Great American Fair	Friendly Co., Ltd.	Osaka	ATO Osaka
Mar 23-Apr 8	Cajun Promotion	Hyatt Regency Osaka	Osaka	ATO Osaka
Jul/Aug (TBD)	American Fair	Hotel Century	Tokyo	ATO Tokyo
Jul/Aug (TBD)	American Fair	Mitsui Urban Hotel	Osaka	ATO Osaka
Summer (TBD)	American Fair	Osaka Bay Tower Hotel	Osaka	ATO Osaka

V. OTHER PROMOTIONAL ACTIVITIES

Great American Food News (Issue #15, February 2001): *Great American Food News*, the only FAS/Japan publication written in Japanese, targets a wide Japanese audience with a positive message about the safety, healthiness, and rich variety of U.S. food products. Each issue is disseminated to more than 4,500 government, media, and trade contacts. In addition, approximately 5,000 copies of the newsletters are distributed each year at major food shows, press conferences, ATO food promotion activities, and seminars.

"What Are GM Foods" Brochure: ATO Tokyo and the Office of Agricultural Affairs have developed an easy-to-understand Japanese language brochure to educate Japanese consumers about the safety of GM food products. Working in cooperation with the International Life Sciences Institute, the brochure will be disseminated to Japanese supermarket retailers and the broader food industry as a means of increasing their customers' awareness on the subject. It will also be made available to consumers and the trade at all ATO-sponsored promotional events. Any Japan cooperators, importers or agents interested in obtaining copies of the brochure should contact Ms. Noguchi, ATO Tokyo, e-mail: NoguchiJ@fas.usda.gov

VI. CONTACT INFORMATION

U.S. Agricultural Trade Offices, Japan

<http://www.atojapan.org/>

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